

Transforming Businesses into Data-driven Companies

The 3 Key Stages to Build a Data-driven Customer Journey

Serm Teck Choon
Co-founder & CEO

ANTSOMI

Content

- ✓ Data-driven Customer Journey
- ✓ 3 Key Stages
- ✓ Case Study
- ✓ Next Steps



Hello, I am Serm

- ✓ Co-founder & CEO of Antsomi
- ✓ Antsomi is a marketing technology company building the 1st AI-enabled customer data platform, *CDP 365*, in Southeast Asia.
- ✓ We help clients unifying and activating their customer data via multiple channels
- ✓ Former President, Malaysian Digital Association (MDA), Mar 2016 till Apr 2020
- ✓ I am regularly invited by various media to share my views on the digital developments.



Questions to Ask When You Run a Business



- ✓ What do your **customers** really **want**?
- ✓ Why your customers decide to purchase products from your **competitor(s)** when you have already offered them the best?
- ✓ Why your customers **visited your website** and **didn't buy anything**?
- ✓ Why your customers added products in shopping carts and then **abandonment** happened?



Customer Journey

"The customer journey is the **complete sum of experiences** that customers go through when **interacting** with your company and brand. Instead of looking at just a part of a transaction or experience, the customer journey documents the **full experience** of being a customer."

Source: [Survey Monkey](#)



Customer Journey

Customer Journey is the story about how your customers interact with your brand, product or service.

Questions to ask:

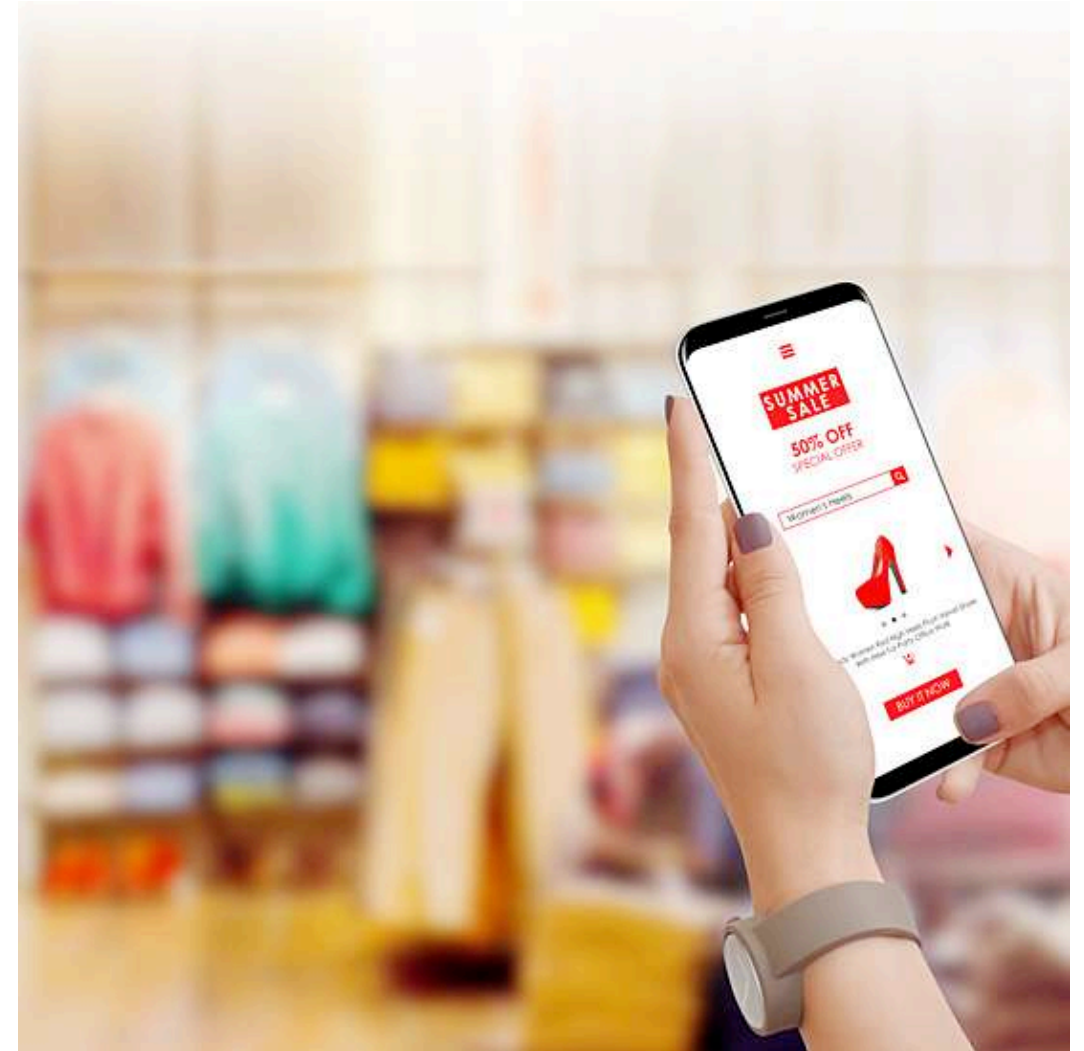
- ✓ How they act when they walk into your store?
- ✓ How they navigate through your website?
- ✓ How they use your mobile app?
- ✓ Can you do something to improve the trip?
- ✓ How can you bring them back again?



Why Understanding the Customer Journey is Important



1. To understand what your customers go through in the entire process
2. To improve each step of buying experience
3. To stay focus on customers and their needs



Today's Landscape



Customers expect
**consistent and seamless
experiences** when interact
with brands



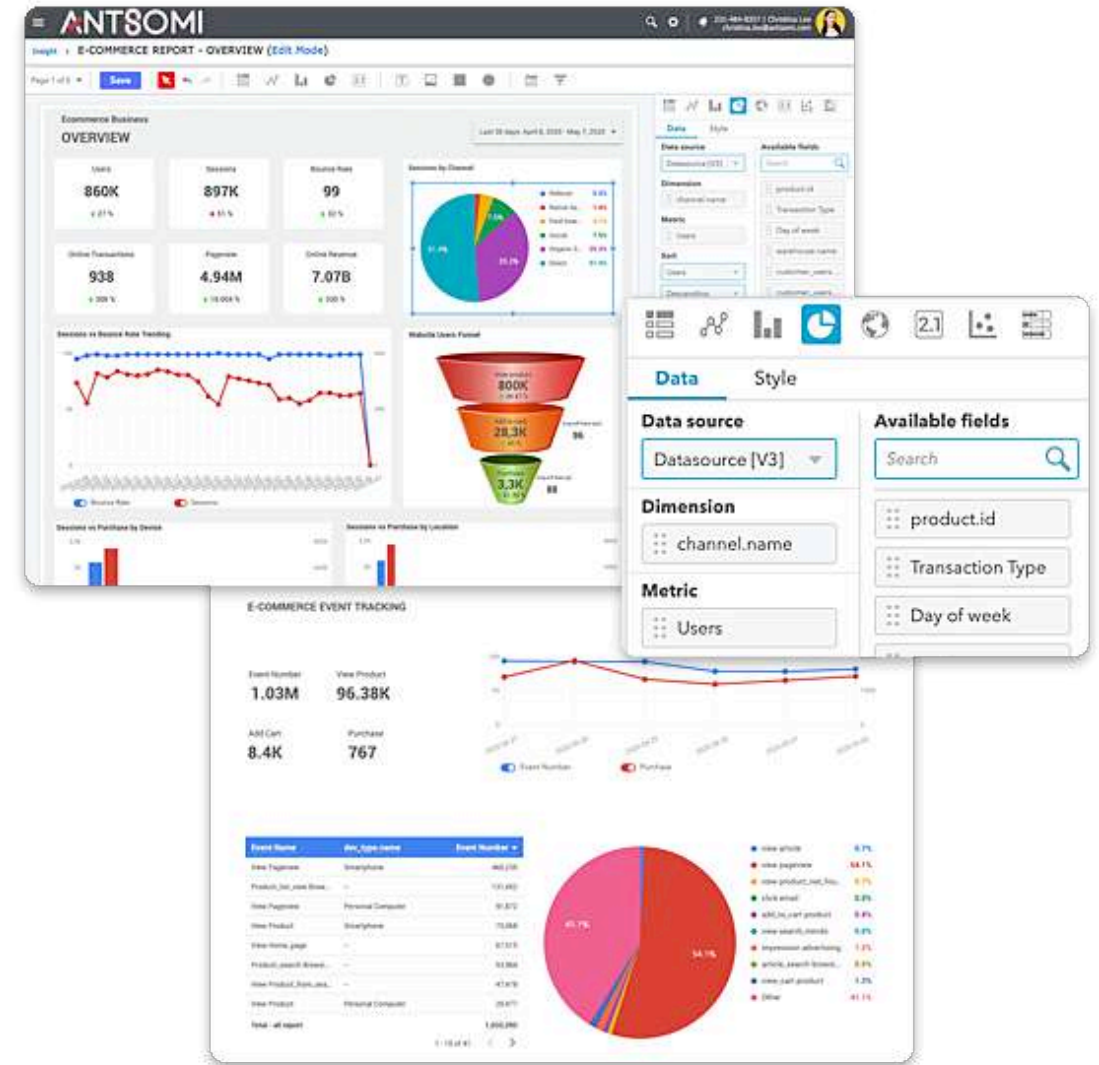
Customers' interactions are
happening **across devices** and
channels



Businesses must develop
360-degree customer view

Data-driven Customer Journey

- ✓ Brands need to build a data-driven customer journey to provide a better and fulfilling customer experience.
- ✓ The data must be captured, unified, and contextualized meaningfully across devices and channels in **real-time**.



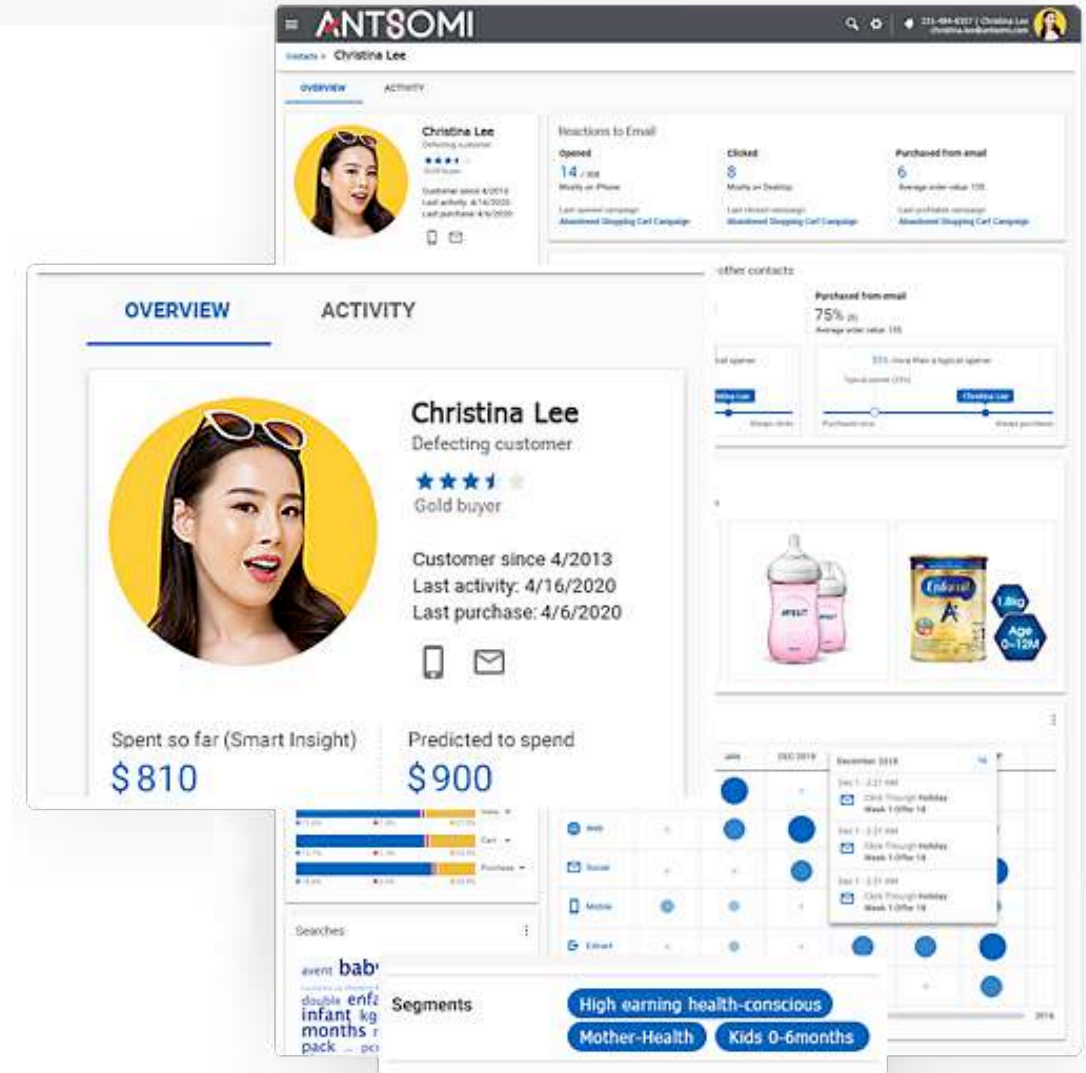
3 Key Stages to Build a Data-driven Customer Journey

1. Visitor Stage
2. Customer Stage
3. Loyalty Stage



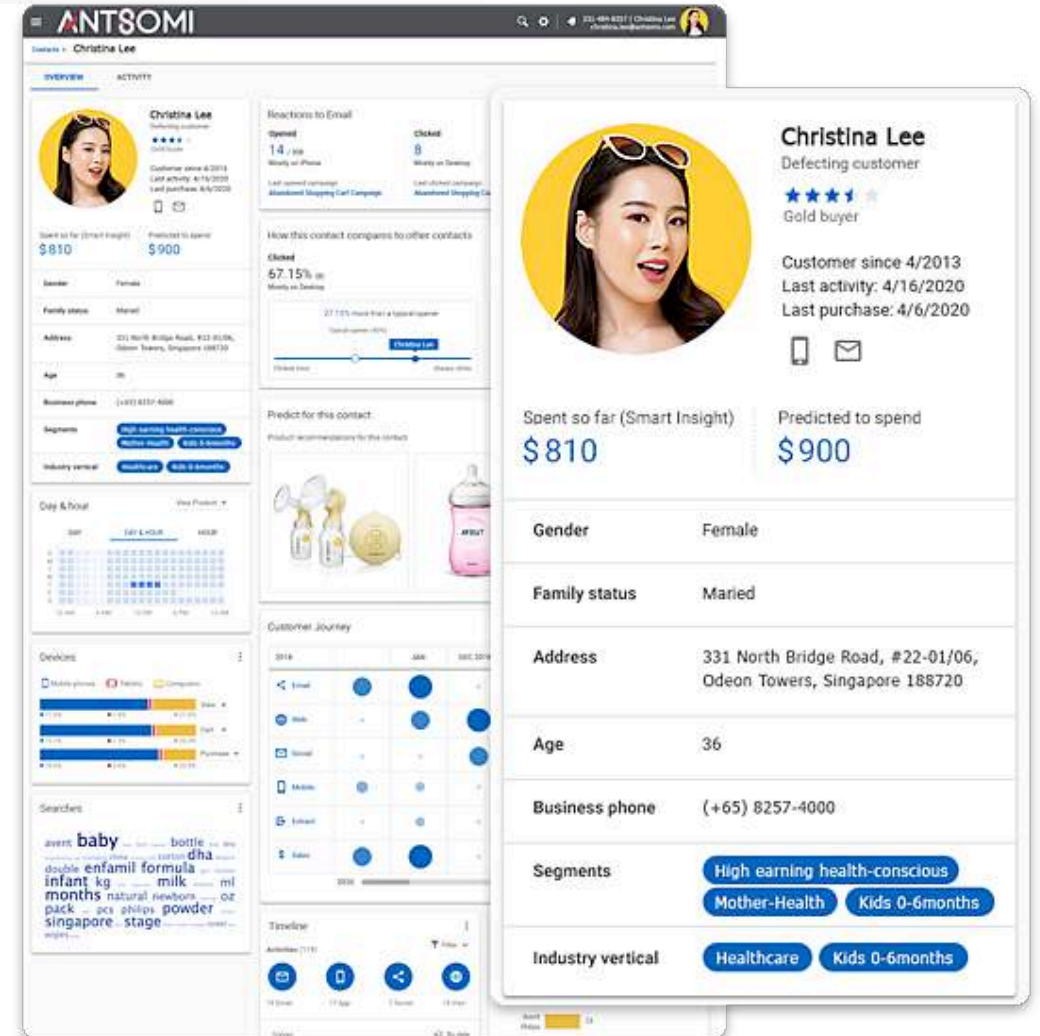
Stage 1: Visitor Stage

- ✓ An anonymous visitor visits your website/mobile app
- ✓ The visitor is a cookie or device ID – coming from various devices
- ✓ What the visitor browses, searches, likes, add to favorite, compares, adds to shopping cart, and remove from cart
- ✓ The visitor signs up an event
- ✓ The anonymous visitor becomes the known visitor



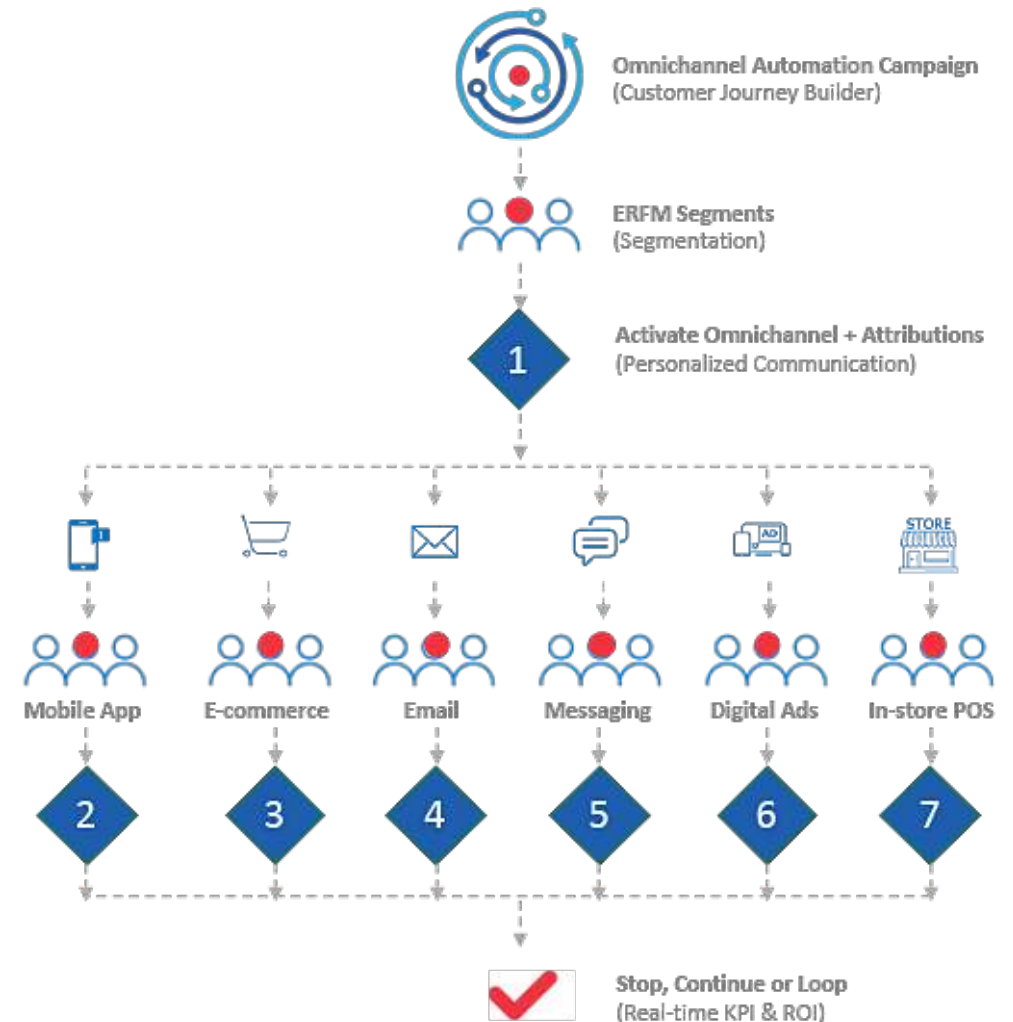
Stage 2: Customer Stage

- ✓ The known visitor makes the 1st purchase, and "upgrades" to be a "customer"
- ✓ You can start remarketing the customer
- ✓ You can run omnichannel campaign
- ✓ You can start leverage on marketing automation tool to reach out to the customer
- ✓ The customer revisits your site and makes repeat purchase and becomes "return customer"

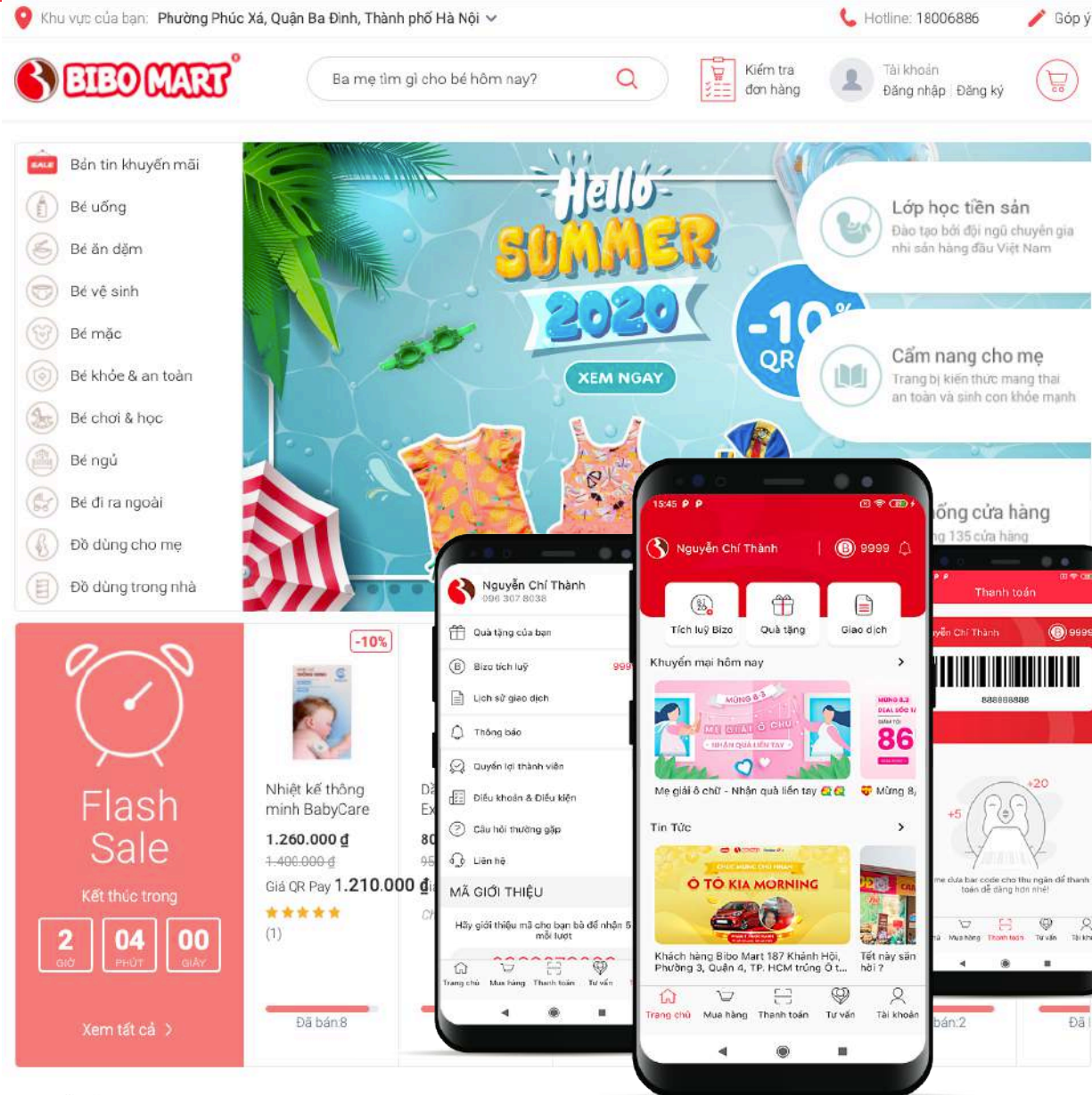


Stage 3: Loyalty Stage

- ✓ The customer joins your membership programme
- ✓ The customer engages with your customer service
- ✓ You continually engage with the customer via omnichannel campaign and marketing automation tool
- ✓ You can segment the customer into various segments with different lifetime values
- ✓ You gives the customer the right promotion and coupon at the right time



Transforming Businesses into Data-driven Companies



Gợi Ý Hôm Nay

Case Study

Bibo Mart : Omnichannel Marketing & Seamless Customer Experience



ANTSOMI

Customer Journey: An Example



Ms. Le

A soon-to-be mom

Le walks into the store

The staff collects her email for future promotion or event

A few weeks later, the brand emails her a promotion coupon for online sales

She finds something she likes and wants to make a purchase

She adds the product into shopping cart and proceed to checkout

The friendly staff serves her well and sells her a product

Le leaves the store and being a happy customer, she posts a photo of the product and mentions the store on social

She visits the website and browse the products for sales

She registers herself on the website

She fills in the payment and delivery details and completes the online purchase



1. Visitor Stage

Website, Mobile App,
In-Store & Offline Event



Personalized ad messages are pushed across digital channels.

The messages automatically load and apply offers based on visitors' shopping preferences.

Real-time triggers are based on activities such as app launch, keyword search, add to wish list, add to compare, add to cart, app uninstall etc.

Khu vực của bạn: Phường Phúc Xá, Quận Ba Đình, Thành phố Hà Nội

Hotline: 18005886 | Góp ý

BIBO MART | Bà mẹ tìm gì cho bé hôm nay?

Kiểm tra đơn hàng | Chào mừng, Hùng! | Đăng xuất

26

- Bé uống
- Bé ăn dặm
- Bé vệ sinh
- Bé mặc
- Bé khỏe & an toàn
- Bé chơi & học
- Bé ngủ
- Bé đi ra ngoài
- Đồ dùng cho mẹ
- Đồ dùng trong nhà

moony MADE IN JAPAN

CHỈ TỪ **325.000 Đ** BỊCH

TẶNG QUÀ TỚI **175.000 Đ**

MUA NGAY

Đón đầu từ BIBO MART

Lớp học tiền sản
Đưa tạo biết đối ngũ chuyên gia
nhân sản hàng đầu Việt Nam

Cầm nang cho mẹ
Trang bị kiến thức, trang thái
an toàn và sinh con khỏe mạnh

Hệ thống cửa hàng
Hệ thống 135 cửa hàng

Tìm kiếm hàng đầu

Sữa Bột Các Loại

Sữa Bột Các Loại

Thời Trang Cho Mùa Hè

Thời Trang Cho Mùa Hè

Đồ Chơi Thông Minh

Đồ Chơi Thông Minh

Gợi ý hôm nay

Sữa Similac Mom hương
sữa chua dâu 900g
428,000 đ

Sữa bé bầu Morinaga vị
trà sữa 216g
285,000 đ

Sữa Similac Mom IQ
Plus hương sữa chua...
215,000 đ

Sữa Nutricia Fortimel
335g
350,000 đ

Bình sữa Medela 150ml
225,000 đ

Sữa tắm Lactacyd to
250ml
88,000 đ

Bé mặc | Bộ sưu tập Hè 2020 | Thời trang bé trai | Thời trang bé gái | Phụ kiện thời trang | Quần áo sơ sinh | Phụ kiện sơ sinh | Xem thêm

Personalization



11

Years of
workshop



5000++

Workshops



5,000,000++

Submitted Forms



100%

Moms gave birth
successfully



Khi đăng ký lớp Hội Thảo tiền sản, đồng thời ba mẹ cũng đăng ký khách hàng thân thiết Club và nhận hàng huggies.

Họ và tên *

Câu trả lời của bạn

Số điện thoại *

Câu trả lời của bạn

Email *

Câu trả lời của bạn

Địa chỉ *

Câu trả lời của bạn

Ngày sinh của mẹ *

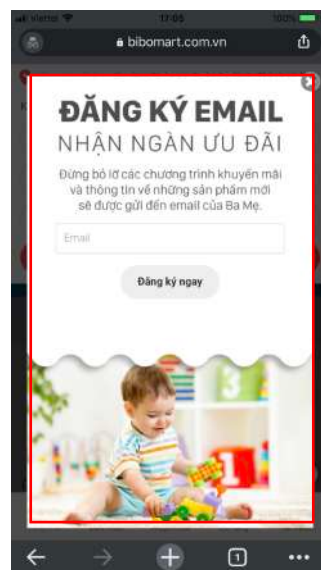
mm/dd/yyyy

Ngày dự sinh *

mm/dd/yyyy

Câu hỏi chuyên gia *

Câu trả lời của bạn



Targeted Segment + Dynamic Forms

Chúc mừng Ba/Mẹ đã đăng ký thành công nhận bản tin khuyến mãi từ Bibo Mart Inbox x

Bibomart.com.vn <no-reply@bibomart.com.vn> 2:16 PM (0 minutes ago) ☆ ↶ ⋮
to me



 MIỄN PHÍ GIAO HÀNG

 365 NGÀY ĐỔI TRẢ

 100% TÍCH ĐIỂM THƯƠNG

BA MẸ ĐÃ ĐĂNG KÝ THÀNH CÔNG
NHẬN BẢN TIN KHUYẾN MÃI TỪ BIBOMART

Cảm ơn Ba Mẹ đã đăng ký nhận Bản tin khuyến mãi.
 Ba Mẹ sẽ sớm nhận được Bản tin đầu tiên với các thông tin thú vị và hữu ích.

Chúc Ba Mẹ một ngày tốt lành!

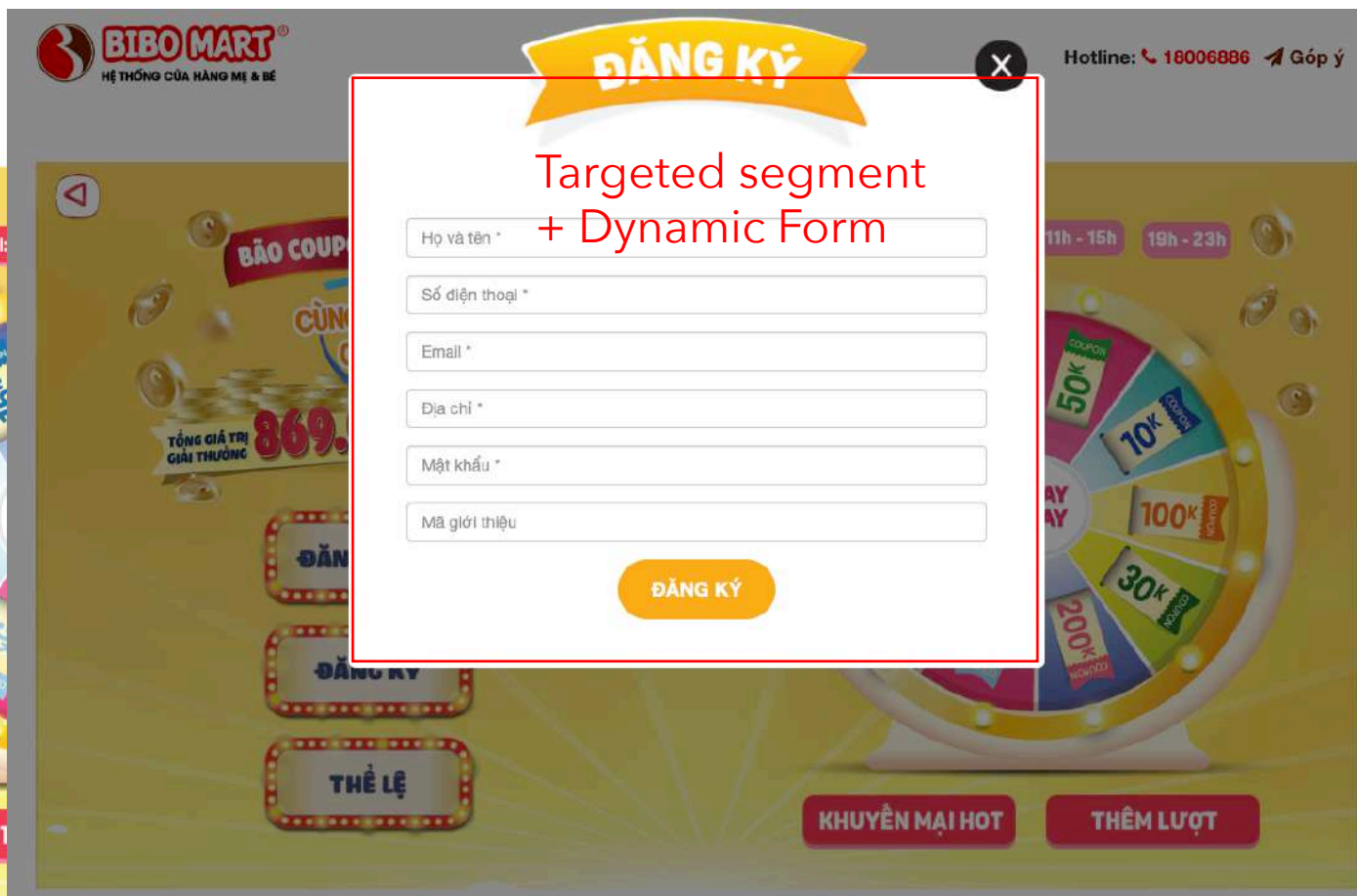
TẢI APP BIBO MART NGAY ĐỂ:

- Cập nhật liên tục ưu đãi, quà tặng đặc biệt dành riêng Ba/Mẹ
- Tích điểm không cần dùng thẻ
- Update liên tục lịch sử giao dịch - Bizo
- Tư vấn kiến thức bổ ích, cần thiết theo từng giai đoạn của bé



QUAN TRỌNG
HOẶC CLICK ĐỂ TẢI APP

CÔNG TY CỔ PHẦN BIBO MART TM
 120 Trần Duy Hưng, Phường Trung Hòa, Quận Cầu Giấy, Hà Nội, Việt Nam
 Mã số thuế / Mã số doanh nghiệp: 0108024302, Ngày cấp: 16/10/2017, SỞ KH&ĐT HN

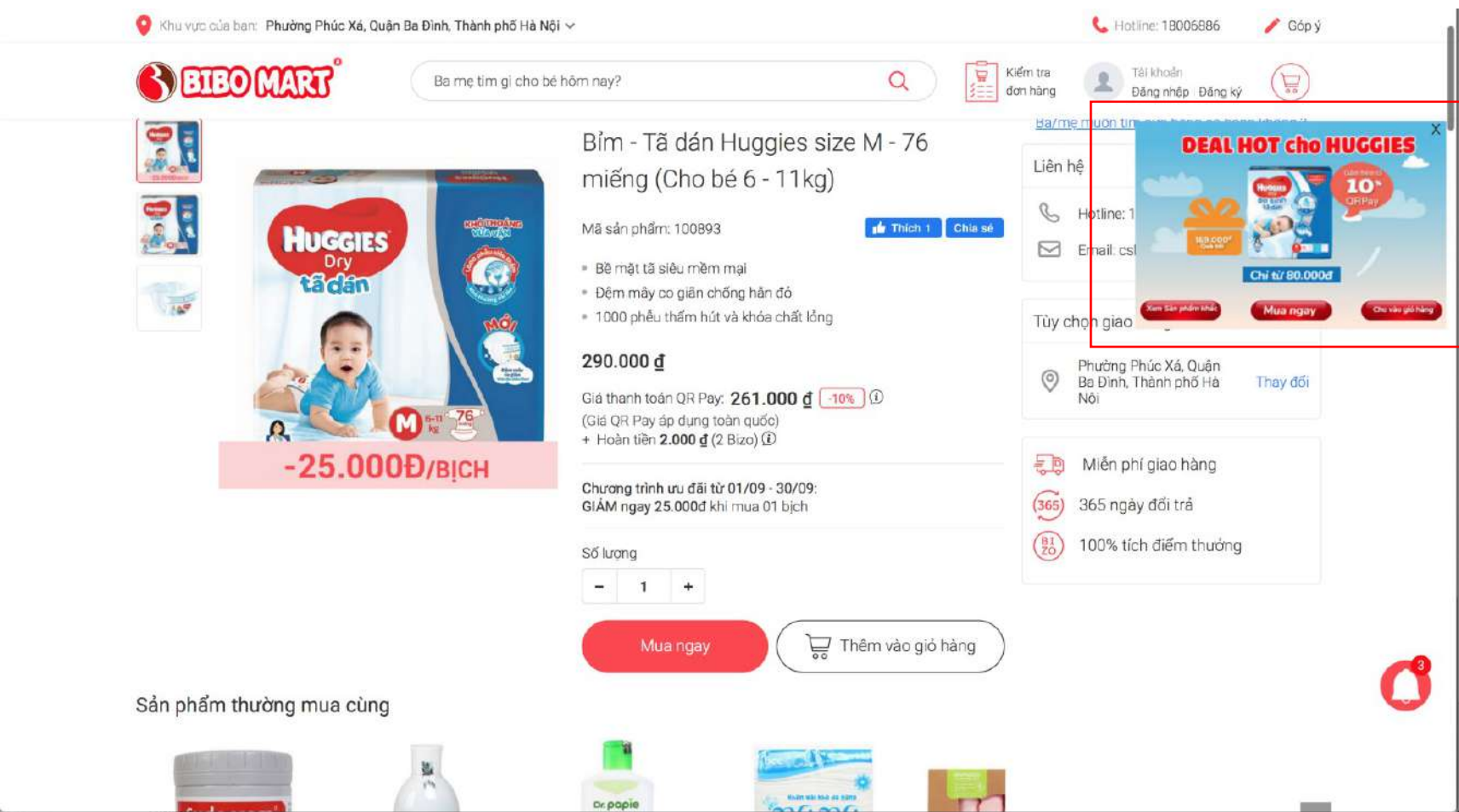


Targeted segment
+ Dynamic Form

2. Customer Stage

1st time Purchase Customers





Khu vực của bạn: Phường Phúc Xá, Quận Ba Đình, Thành phố Hà Nội

Hotline: 18005886 Góp ý

Ba mẹ tìm gì cho bé hôm nay?

BIBO MART

Băm - Tã dán Huggies size M - 76 miếng (Cho bé 6 - 11 kg)

Mã sản phẩm: 100893


- Bề mặt tã siêu mềm mại
- Đệm mây co giãn chống hăm đỏ
- 1000 thấu thấm hút và khóa chất lỏng

290.000 đ

Giá thanh toán QR Pay: **261.000 đ** -10% (1)
 (Giá QR Pay áp dụng toàn quốc)
 + Hoàn tiền **2.000 đ** (2 Bizo) (2)

Chương trình ưu đãi từ 01/09 - 30/09:
GIẢM ngay 25.000đ khi mua 01 bịch

Số lượng: - 1 +

Mua ngay  Thêm vào giỏ hàng

Sản phẩm thường mua cùng

DEAL HOT cho HUGGIES

Chỉ từ 80.000đ

10% QRPay

Mua ngay **Chỉ vào giỏ hàng**

Liên hệ: Hotline: 18005886 Email: cs@bibo.vn

Tùy chọn giao: Phường Phúc Xá, Quận Ba Đình, Thành phố Hà Nội **Thay đổi**

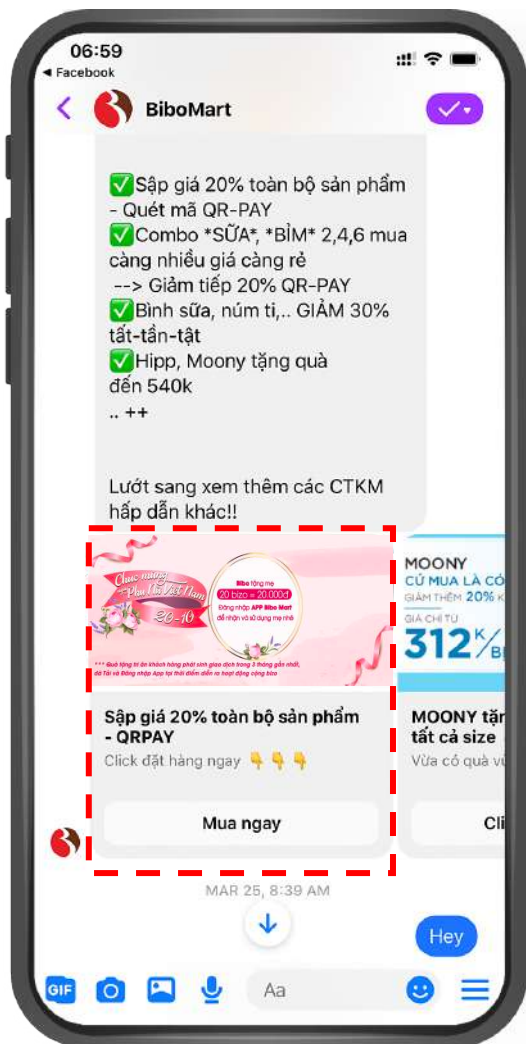
Miễn phí giao hàng

365 ngày đổi trả

100% tích điểm thưởng

Personalization

1. **Brand Promotion** = Huggies
2. **Targeted Segment**

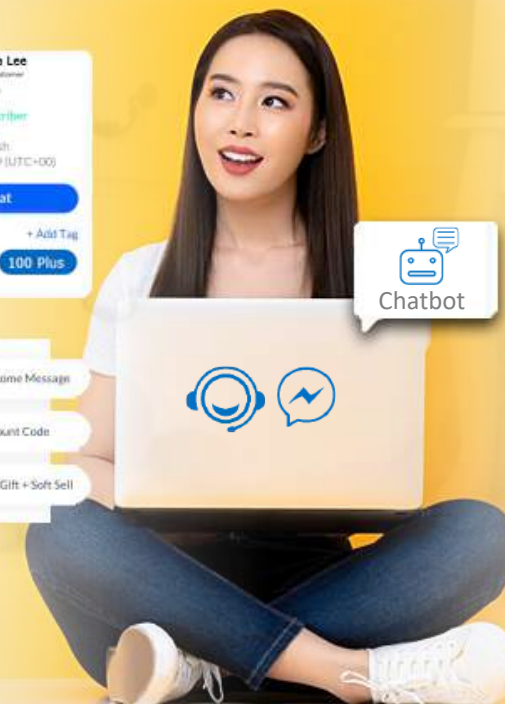
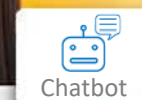
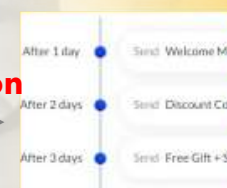


1. Consumer orders the product

- Add items to cart
- Check cart
- Make payment



2. Driving seamless experiences, recommendation & marketing automation





3. Loyalty Stage

Repeat Purchase Customers

Dynamically Personalized Email

personalized email look and feel, images, products, abandonment & wish list items and best-fit offers, limited promotion

Automatically **filtering of relevant offers** displayed via widgets

Top shopper e-mail

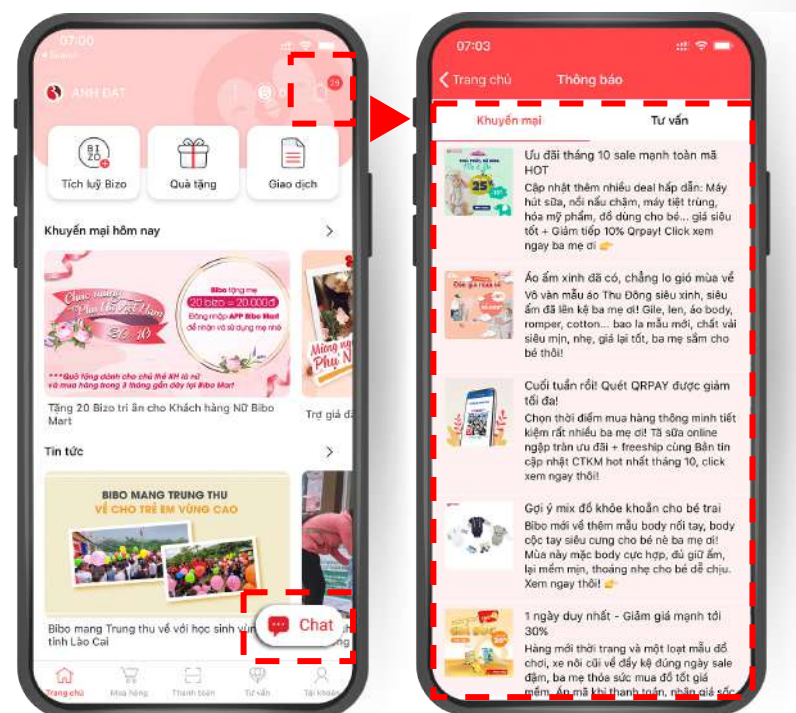


Targeted newsletter segment

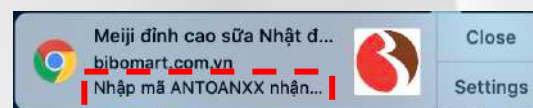
Personalized offer & content

Recommended & abandonment items

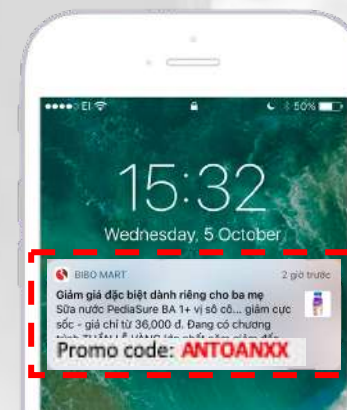
Recommended digital coupons



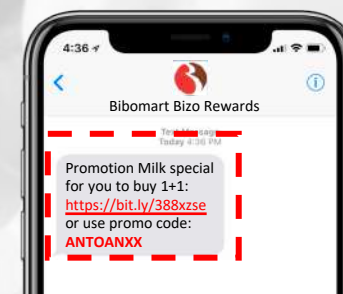
In-app Notification (Promo, Consultancy) & Chat support driven by 360° customer preferences



Web Push Notification driven by personalized messages & coupon



App Push Notification driven by personalized messages & coupon



SMS Message driven by personalized link & coupon

1st Party Data
(Customer Data)













Single Customer View



Segmentation & Predictive Scoring

Seamless Omnichannel Experience

Omnichannel
Engagement

-  Mobile App Engagement
-  Website Engagement
-  Email
-  FB Messenger, Chatbot
-  Mobile App Push
-  Web Push
-  Wifi-marketing, QR-code LBS-marketing
-  SMS
-  Support Ticket, Web support
-  Business Operations & In-store CX

Uplifting US \$100K+ revenue/month
driven by real-time omnichannel
customer experience with individual
level at scale

Next Steps

1. To develop a proper data strategy for your business
2. To implement customer data platform (CDP) technology in your business
3. To build a data-driven customer journey offering seamless omnichannel experience for your customers:
 - Visitor
 - Customer
 - Loyalty

A young couple is sitting on a light-colored sofa in a bright, modern living room. The man, on the left, is wearing a brown leather jacket over a white t-shirt and is smiling while looking at a laptop. The woman, on the right, is wearing a blue and white striped sleeveless top and is also smiling, holding a white credit card. The background shows a wooden bookshelf and light-colored curtains. A large, semi-transparent white circle is overlaid on the right side of the image, containing text.

Remember this...

Providing a data-driven customer experience will distinguish your company from your competitors.



Transforming Businesses into Data-driven Companies

THANK YOU

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